



Chum.fi

# P2P Staking Leveraging Memecoin and NFT Cult Communities

# Who the hell are you?

- Ex Consensys, Ex Kraken, Ex Glowie
- Ethereum Foundation Grant Recipient (zkCREAM)
- 20 years of software dev experience (Mobile, Computer Vision, SaaS, Social, Blockchain)



**Dan Lipert**

Ex VP Eng at Gitcoin/  
Consensys  
Ex PM at Kraken  
Smart Contract Dev  
EE Umich 06



# There are few yield opportunities

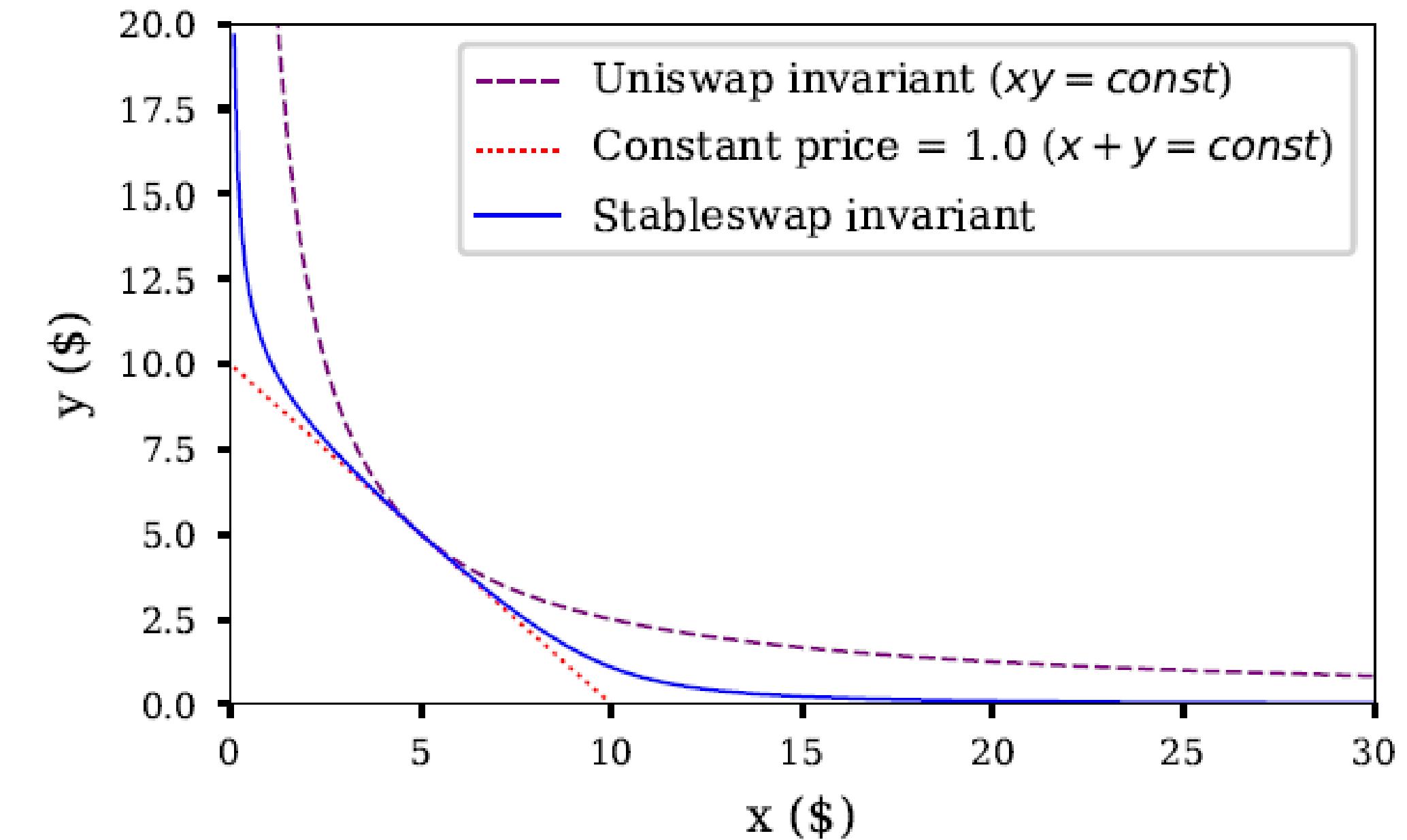
- █ MAYBE you can get a loan or leverage with highly liquid memecoins/NFTs
- █ Token-native staking mechanisms almost always involve inflating supply, **DECREASING** price (Ethereum lol)
- █ Even large MCAP are highly illiquid at high prices, resulting in whales nuking prices and needing to DCA out, increasing risk



# Removing Supply Makes Price Go Up

- Removing liquid assets from the market via staking increases prices
- If tokens are chasing yield, they are not being sold
- Is there some lever where we can pay directly to increase price...? Yes!
- Currently 33.5M ETH chases 3-6% yield (depending on use of LST, MEV boost, etc.)

AMM Curves



# Yield from memecoins and NFTs

## Existing players solving it...but poorly



Hyperliquid



Blur,  
Magic Eden,  
etc.



OX.fun



NFTx

✓ Leverage Trade  
Memecoins

✗ Decentralized? Question  
Mark??? LMAO get rekt  
on perps

✗ Need to deposit  
Stablecoins for margin

✓ Earn yield by loaning  
NFTs or listing for  
airdrops

✗ Only some collections  
supported

✗ Default on loan = you  
lose your NFT.

✓ Offers huge leverage on  
memecoin deposits

✗ No yield per se, just  
leverage on memecoins

✗ Rapid and sudden  
delisting of assets...  
other issues....

✓ Uses AMM NFT/ETH  
uniswap pools to allow  
trading/swapping/  
exchanging NFTs

✗ High fees set by pool  
creators, different fees,  
different pools, fractured  
liquidity

✗ Staking NFTs in these  
pools earns trading fees,  
but also, your NFT can  
be bought by someone  
else while “staked”



# Why Chum is more fun

- If you stake NFTs, you always get back the same one you put in, no need to worry
- Chum allows you to link your social profile, and features leaderboards across the app and within each staking pool, allowing users to show off to their community
- Because the tokens and NFTs staked are not for sale, and theres no risk of losing them, there's only positive price effects.



# Can Staking be fun? Can Staking be social?

- 4% APY is probably exciting to some people, but given market volatility lock-up periods = STRESS
- What if instead of 4% yield, I'm getting a basket of memecoins and NFTs, being introduced to new online communities, and increasing my social profile
- Dump your old, dirty memecoins and NFTs into Chum staking pools and Chum the waters of your favorite cult communities



# Introducing chum.fi

The screenshot shows the chum.fi homepage with a dark blue header. The header features the chum.fi logo with a cartoon character, a subtext "pump.fun but for staking", and navigation links for "Stake", "NFTs", "Simple" (which is highlighted in blue), and a wallet balance of "0.139 ETH" with a dropdown menu showing "0xe3...B989".

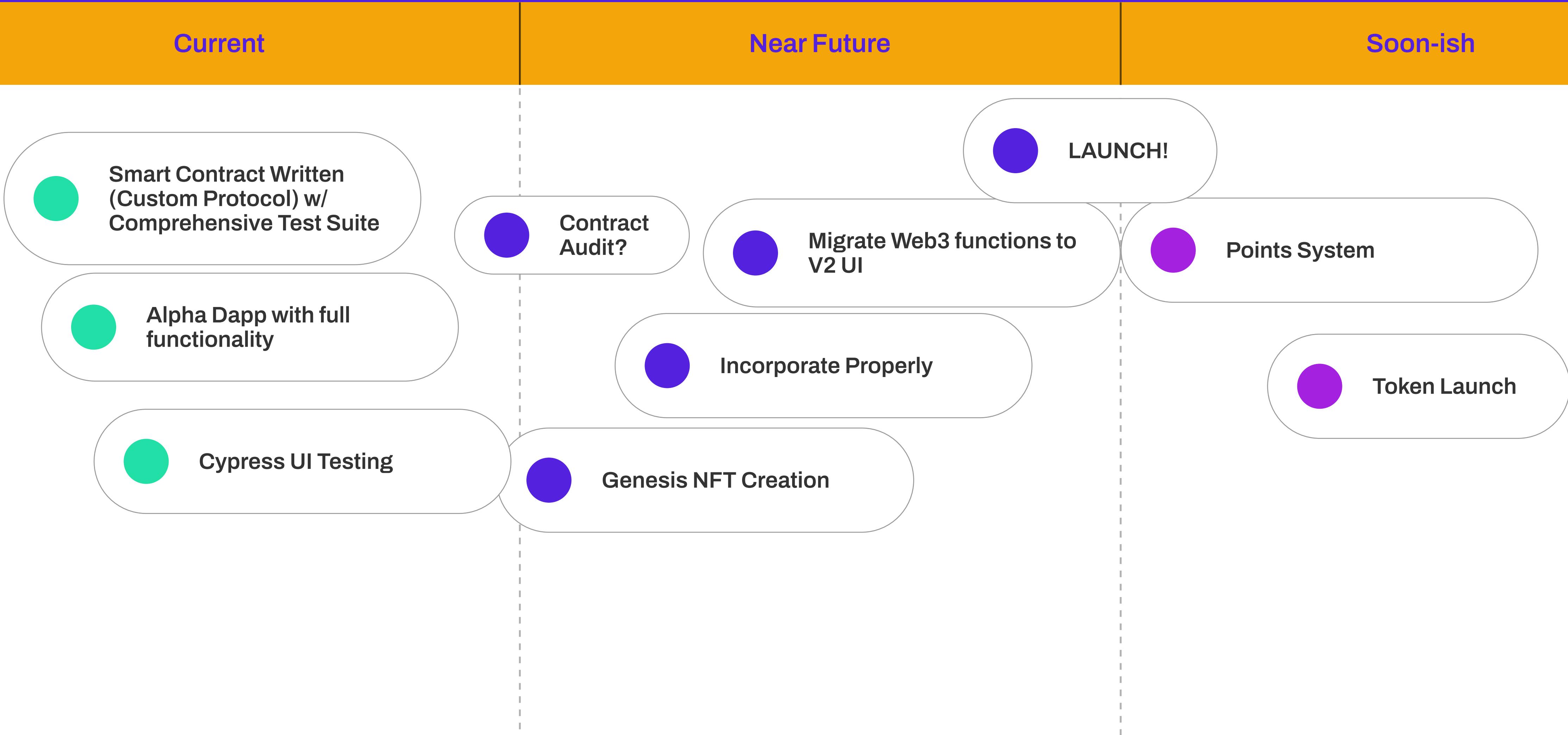
The main content area is titled "Staking Pools (23)". It includes a "Platform Stats" section with metrics: Total Value Locked (\$1.2M), Active Rewards (\$250K), and Your Positions (2). Below this are four main staking pool cards:

- Genesis Chumbi**: 12.5% APY. P2P NFT and Memecoin Staking. Deposit and Add Rewards buttons.
- \$CHUM**: 8.5% APY. 500,000 CHUM. Deposit and Add Rewards buttons.
- Milady**: 3.3% APY. Deposit and Add Rewards buttons.
- \$DEGOD**: 2.1% APY. 511,305 DEGOD. Deposit and Add Rewards buttons.

Below these are four smaller pool cards: **EMILIA** (8.5% APY), **3 Schizoposters** (3.6% APY), **TRUMP** (15.2% APY), and **FIGHT** (17.76% APY). The page also features sections for "Top Rewards" and "Top Contributors".



# Making it happen



# How to make money

**1%**

rewards go to  
protocol

**\$CHUM**

Governance /  
Utility Token /  
Memecoin

**NFTs**

its a bear smoking  
weed its totally  
worth 50 eth

- Transaction Fees: Charge a minimal fee for processing transactions on our platform.
- Pre-launch NFT (Chumbi Undersea Mimic Treasure Chests inspired by undersea style tribes)



I AM MADE OF  
BUTTER AND YOU  
ARE WORTH 2K HODLIES





# Chum.fi

Turn your old, dirty, rotting  
memecoins and NFTs into delicious  
whale food and stir up markets

[chum.fi](https://chum.fi)

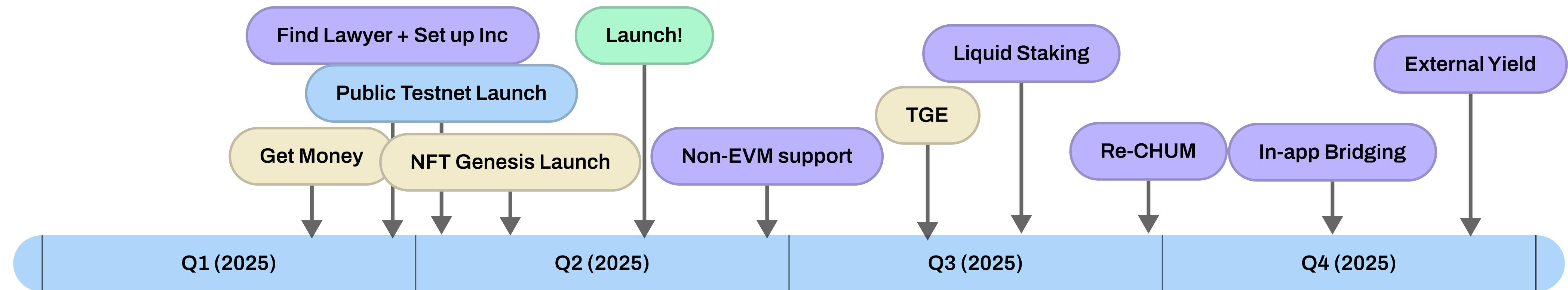
**Dan Lipert**

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# Where will we be next year if I win the hackathon/raise funds?



# Other Great Reasons to Chum

Chum is a powerful, permissionless platform perfect for many use cases

- Remove Supply and Make Price Go Up
- Kickstart your own community by leveraging an existing token/NFT cult
- Share the wealth and gain loyal followers
- Have fun with your friends online

